



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: James K. Beriker, et al)
SERIAL NO.: 09/653,840)
FILED: 09/01/2000)
FOR: AUCTION-BASED SEARCH ENGINE)
Group No. 2178
Examiner: Dang, T. Nguyen

AMENDMENT

Assistant Commissioner of Patents
Washington, D.C. 20231

Sir:

Transmitted Herewith is a combined Amendment in response to the Office Action of November 30, 2004 in the above-identified application.

- ☒ The commissioner is hereby authorized to charge any additional filing fees associated with this communication to our Deposit Account No. 14-1131.
- ☒ If an additional extension of time is required, please consider this a petition therefor and charge any additional fees which may be required to Deposit Account No. 14-1131. (A duplicate copy of this sheet is enclosed.)

A handwritten signature in black ink, appearing to read "Robert P. Greenspoon".

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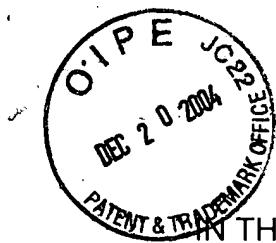
Date: December 14, 2004

I certify that this document and enclosed fee is being deposited on December 14, 2004 with U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Patents, Washington DC 20231

Signature of Person Mailing Correspondence

Hannah Martin

Typed or Printed Name of Person Mailing Correspondence



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Serial No.: 09/653,840) Group Art Unit: 2178
Filed: September 1, 2000) Examiner: Dang T. Nguyen
For: Auction-Based Search Engine) Docket No. 3551
)

Honorable Commissioner of
Patents and Trademarks
Washington, D.C. 20231

RESPONSE TO OFFICE ACTION MAILED NOVEMBER 30, 2004

Dear Sir:

Applicants respectfully traverse the rejections within the Examiner's Office Action dated November 30, 2004.

Remarks

There are five claims in the instant application, with claim 1 being the only independent claim. The Examiner rejected claims 1-5 under 35 U.S.C. § 103(a) as being unpatentable for obviousness over Pulliam et al., U.S. Patent No. 6,609,108, in view of Barrett et al., U.S. Patent No. 6,400,381. The rejections are in error, and we respectfully traverse them.

Claim 1 in its entirety recites:

1. A method of generating a target list of customers comprising the steps of: